



California Newspaper Publishers Association

2010 Press Summit • Monterey Plaza Hotel • April 15-17, 2010



EVALUATION FORM

Thank you for attending the 2010 Press Summit. The Summit planning committee welcomes your comments and suggestions. Please take a moment to rate the effectiveness of the 2010 Press Summit program on a scale of 1 to 5, with 5 being excellent, 4 good, 3 average, 2 fair, and 1 poor. Mark "DNA" for any sessions you "did not attend." Download, fill in and fax completed form to 916.288.6002 or mail to Diane Donohue, 708 10th Street, Sacramento, CA 95814-1803.

Overall Impression

Programming content?

Rating

Comments

Too little programming? Too much programming?

Did you pick up any ideas that can be immediately implemented?

Speakers' expertise?

Did the 2010 Press Summit address current issues and meet the priority needs of your newspaper/company?

Were the sponsor display tables an informative enhancement?

Enjoyment of evening social functions?

Did you consider the Monterey Plaza Hotel a good value overall?

Quality of food? Did you like or dislike? What in particular did you like or dislike?

Rating

Comments

Thursday, April 15, 2010

Welcome Luncheon

Drew Davis, API

"Five Doctrines for the Future of News"

General Session I - CNAEA Session

CNAEA Advertiser Roundtables

Facilitated by Suzanne Deegan, The Sacramento Bee

General Session II

Earl Wilkinson, INMA

"The Newsmedia Outlook: Last Minutes of Danger, Last Minutes of Opportunity"

Special Session

Greg Harmon, Itz Publishing

"Getting a Piece of the Political Pie"

Opening Night Reception - Sponsor infomercials

Dinner and Entertainment

Jack London/John Steinbeck/Dizzy Grover Coe Trio

Rating**Comments****Friday, April 16, 2010****General Session III**

Resource Roundtables

Facilitated by Amy Pack, Visalia Times-Delta

General Session IV - CSNE Session

David Ledford, The News Journal, Wilmington, Del.

"Making Your Own Luck"

Luncheon

James M. Moroney, III, A. L. Belo Corporation

"Up!"

General Session V

Gary Moore, Insight Edge

"The Multi-Media Challenge: Selling

Print/Online/Matchbook Covers"

General Session VI

Dawn Paduganan, Private Label Solutions

"Who Could Eat Your Lunch — And How You

Can Thrive Alongside Them"

Cooking and Tasting Demonstration**General Session VII**

David Bessen, MediaNews Group

Roger Coover, The Record, Stockton

"Paid Online Models—What, Why and How2s from

Recent Experience"

Reception

Silent Auction

Dinner , Live Auction and Entertainment

Comedian Dan St. Paul; Keyboardist Scott Brown

Saturday, April 17, 2010**Women Executives' Breakfast**

Facilitated by Cheryl Brown

Black Voice News, Riverside

General Session VIII

Linda Deutsch, Associated Press

Dan Day, The Modesto Bee

William J. Murray, Jr., San Joaquin County Superior Court Judge

"Deliver More Compelling Court Coverage for

Readers with Expanded Access to the Courts"

General Session IX

David Bessen, MediaNews Group

Walter E. Hussman, Jr., Arkansas Democrat Gazette

Steve Outing, Online Media Entrepreneur

Steve Yelvington, Morris Communications

"Is There Wisdom in Newspapers Charging for News

and Other Content on Their Websites?"

How can the 2011 Press Summit be improved to better serve your needs?

Suggestions for speakers and topics for the 2011 Press Summit...

Thank you for completing this form. Your comments and suggestions will be very helpful for the 2011 Press Summit planning committee.

(Optional)

Name _____

Newspaper/Company _____

Address _____

Telephone _____ Fax _____

E-mail _____